



REGISTER NOW!
Annual Maryland Farmers' Market Conference
March 13, 2014
8:00am-4:00pm



Maryland Department of Agriculture
50 Harry S. Truman Parkway, Annapolis, MD 21401

Come and learn all about the best marketing tips for your Maryland farmers' market, the new and exciting opportunities for wineries at markets in Maryland, and current regulations in preparation for the 2014 season! We will have a range of speakers, as well as training & certification for farmers for the WIC FMNP/SFMNP & FVC Programs, Scale Certification, a local lunch, and opportunities for networking.

Agenda Includes:

8:00 am - Conference Registration & Scale Certification begins

9:00 am – Conference Begins - Welcome Remarks by Maryland Department of Agriculture Secretary Earl “Buddy” Hance

9:15 am - FMNP/SFMNP/FVC Presentation & Training – Shelby Watson – *Maryland Department of Agriculture* along with a representative from the *Maryland Department of Health & Mental Hygiene*

10:50 am – Break

11:00 am - Marketing Tips for the Farmer & the Market Manager – Juliette Glass - *Fresh Farm Markets* and Julie Gray Stinar – *EvenSong Farm*

12:00 pm - Networking Lunch

1:00 pm - Programs & Resources for Food Safety – Deanna Baldwin – *Maryland Department of Agriculture* and Lee McCans – *Maryland Department of Health & Mental Hygiene*

2:00 pm - New & Emerging Opportunities- Amy G. Crone – *Maryland Farmers Market Association* and Karen Fedor – *Maryland Department of Agriculture*

3:00 pm –Break

3:10 pm - Niche Markets: Attract New Customers to Your Market – Kevin Atticks – *Maryland Wineries Association* and Colleen Histon - *Shepherds Manor Creamery*

4:00 pm - Closing Remarks & Conclusion

- **Scale Certification by the Weights & Measures Office:** Bring your market scales! For businesses that are registered with Maryland Department of Agriculture, and had their scales previously tested and approved, you need only to bring your certificate along with your scale. If you would like to renew your registration, we will accept payment that same day. New businesses that have not had their scales tested should contact the office of Weights & Measures at the Maryland Department of Agriculture ahead of time, to ensure your scales are legal for trade models. Call them at 410-841-5790. Once you have verified that your scales are legal for trade, you should bring them along with a check for registering the day of conference.

Register Here: <https://mdamarketing.wufoo.com/forms/2014-md-farmers-market-conference-registration/> or complete and return the registration form. Space is limited to the first 90 people.

For questions please contact Shelby Watson, Agricultural Marketing Specialist, via email at Shelby.Watson@Maryland.Gov or phone at 410.841.5776

Information tables will also be set up representing: Maryland Agricultural and Resource-Based Industry Development Corporation (MARBIDCO), Southern Maryland Agricultural Development Commission (SMADC), Maryland Department of Agriculture Crop Insurance Education, Agricultural Conflict Resolution Service (ACReS), University of Maryland Extension, Rural Maryland Council, Maryland Farm Bureau, Future Harvest CASA, and Maryland's Best.

